

WELCOME TO WEST STANLY

Landscaping season busy, rewarding for company

BY JASON O. BOYD
Staff Writer

One thing you can tell quickly about Daniel Griffin is he rolls with the punches.

When he graduated from N.C. State with a degree in horticulture, he thought he wanted to place his focus on growing plants. But he gravitated toward the design aspect of landscaping instead.

When the market began to make a transformation from more landscaping and less hardscaping to the opposite, he quickly adjusted there. He hired more workers and, in turn, met more of the customers’ demands. And now that those customers are looking for people who could do landscaping on their new outdoor projects long after Griffin’s work was done, he’s making preparations to add a lawn maintenance crew.

It is just part of the job at Island Creek Landscape, which has been going strong for eight years.

“People want to be outside more, they want a nice place,” Griffin said.

“They not only want their house to be nice inside, but they want to be able to go outside to a nice patio area that’s very enjoyable. The patio area is basically an extension of the inside of the house to the outside.”

The work Island Creek Landscape has done has been recognized by its customers through good word of mouth. It has also helped that they are a part of the popular Angie’s List, which has listed the company as a Super Service Award winner every year since 2007 and was awarded Best of the Best in 2009.

Adding on to those awards is the Belgard Hardscapes 2013 Project Excellence Award. The company received the honor at the Belgard University conference.

Island Creek Landscape has been an authorized Belgard contractor and earned the award out of numerous other businesses in the mid-Atlantic region.

“I go through every year and pick out pictures of the best projects that we have completed throughout the year, and submit them for the awards,” said Griffin, a West Stanly High alum.

“This year, we were picked for the award in the natural category.

“In the entire Charlotte market, there has only been a total of six companies that have ever won one of the Belgard Excellence awards.

“How we are associated with Belgard has really driven our business. We’re a Belgard authorized contractor, and the only one in Stanly County. In the entire Charlotte market, there’s only eight contractors that are Belgard authorized.”

The reviews online from Angie’s List, a subscription-based service, have also helped drive business. Griffin said they have about 130 reviews online from satisfied customers. It is estimated that only about 3 percent of companies on Angie’s List are eligible for Super Service awards.

“We are able to advertise inside Angie’s List and maintain a certain grade and quality of work,” Griffin said.

“Keeping the customers satisfied is a top priority, and

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Contributed photo

This landscaping project (above) won Daniel Griffin’s company the Belgard Hardscapes 2013 Project Excellence Award. Island Creek Landscape is a Belgard authorized company. Griffin (left) has operated Island Creek Landscape since 2006.

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■ Landscape

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we take a lot of pride in the Super Service awards that we win.”

In addition to Griffin’s work, the company is proud to have multiple employees that have been with the company since its start in 2006. These employees have helped shape the reputation that this company has been able to maintain.

When one goes to Island CreekLandscape.com, a

list of services and how the company does its work is available. From landscape design and installation to hardscapes, landscape lighting, drainage and full lawn and landscape maintenance, the company prides itself on quality work and the Belgard products it uses.

Features such as fire pits, outdoor patios and other structures are gaining in popularity for people who like to enjoy their time outdoors, especially with the weather getting warmer.

Griffin said that’s a huge part of what drives them to do the best they can with their projects.

“The customer has really dictated the shift to more hardscapes,” Griffin said.

“We’ve been in business eight years, and during the last few years is when the hardscapes portion has really picked up.

“In that time period, it’s also when we became the Belgard authorized contractor and took some steps to put the hardscapes out front because that was a

big drive in the market.

“People are really gravitating toward nice outdoor living areas, and being able to entertain family and friends, hang out outside, burn a fire and be able to have a place they can eat dinner and do things outside they would typically do inside.”

*To submit story ideas, contact **Jason O. Boyd** at (704) 982-2121 ext. 21 or email at jason@stanlynewspress.com.*